



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Marion, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	72.3%	Population		30,586	30,110
Heartland Communities	15.8%	Households		12,808	12,740
Simple Living	4.0%	Families		9,014	8,874
Rooted Rural	3.0%	Median Age		40.5	42.1
Rural Bypasses	2.9%	Median Household Income		\$33,197	\$36,354

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	47	\$1,251.86	\$16,033,789
Men's	46	\$227.93	\$2,919,342
Women's	44	\$413.81	\$5,300,083
Children's	56	\$233.94	\$2,996,270
Footwear	40	\$191.57	\$2,453,601
Watches & Jewelry	53	\$118.43	\$1,516,871
Apparel Products and Services ¹	52	\$66.18	\$847,622
Computer			
Computers and Hardware for Home Use	53	\$110.52	\$1,415,575
Software and Accessories for Home Use	48	\$13.85	\$177,382
Entertainment & Recreation	63	\$2,329.85	\$29,840,733
Fees and Admissions	45	\$278.80	\$3,570,836
Membership Fees for Clubs ²	48	\$79.61	\$1,019,597
Fees for Participant Sports, excl. Trips	43	\$49.06	\$628,351
Admission to Movie/Theatre/Opera/Ballet	43	\$64.80	\$829,974
Admission to Sporting Events, excl. Trips	47	\$28.60	\$366,314
Fees for Recreational Lessons	44	\$56.36	\$721,901
Dating Services	63	\$0.37	\$4,699
TV/Video/Sound Equipment	58	\$836.63	\$10,715,514
Community Antenna or Cable TV	64	\$474.80	\$6,081,190
Televisions	49	\$145.38	\$1,861,985
VCRs, Video Cameras, and DVD Players	60	\$20.09	\$257,321
Video Cassettes and DVDs	58	\$38.15	\$488,602
Video Game Hardware and Software	57	\$20.56	\$263,377
Satellite Dishes	86	\$0.95	\$12,190
Rental of Video Cassettes and DVDs	57	\$29.13	\$373,129
Streaming/Downloaded Video	37	\$0.30	\$3,816
Sound Equipment ³	49	\$104.06	\$1,332,759
Rental and Repair of TV/Radio/Sound Equipment	55	\$3.21	\$41,145
Pets	75	\$333.85	\$4,275,922
Toys and Games	62	\$93.22	\$1,194,002
Recreational Vehicles and Fees ⁴	95	\$413.70	\$5,298,694
Sports/Recreation/Exercise Equipment ⁵	61	\$131.96	\$1,690,168
Photo Equipment and Supplies ⁶	61	\$77.62	\$994,209
Reading ⁷	57	\$164.07	\$2,101,388
Food	60	\$5,019.46	\$64,289,239
Food at Home	62	\$3,019.92	\$38,679,090
Bakery and Cereal Products	63	\$422.39	\$5,410,020
Meat, Poultry, Fish, and Eggs	63	\$769.27	\$9,852,867
Dairy Products	62	\$348.13	\$4,458,862
Fruit and Vegetables	57	\$469.00	\$6,006,956
Snacks and Other Food at Home ⁸	63	\$1,011.12	\$12,950,385
Food Away from Home	58	\$1,999.54	\$25,610,149
Alcoholic Beverages	49	\$291.65	\$3,735,463
Nonalcoholic Beverages at Home	66	\$290.90	\$3,725,800



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$372.54	\$4,771,554
Vehicle Loans	72	\$4,150.48	\$53,159,290
Health			
Nonprescription Drugs	75	\$85.40	\$1,093,798
Prescription Drugs	76	\$432.97	\$5,545,429
Eyeglasses and Contact Lenses	67	\$51.71	\$662,350
Home			
Mortgage Payment and Basics ⁹	52	\$4,743.72	\$60,757,612
Maintenance and Remodeling Services	51	\$1,051.75	\$13,470,772
Maintenance and Remodeling Materials ¹⁰	80	\$333.89	\$4,276,472
Utilities, Fuel, and Public Services	66	\$3,029.71	\$38,804,495
Household Furnishings and Equipment			
Household Textiles ¹¹	55	\$77.32	\$990,364
Furniture	49	\$320.75	\$4,108,115
Floor Coverings	54	\$51.90	\$664,793
Major Appliances ¹²	66	\$199.40	\$2,553,962
Housewares ¹³	51	\$48.82	\$625,299
Small Appliances	64	\$22.50	\$288,128
Luggage	42	\$4.24	\$54,259
Telephones and Accessories	47	\$20.50	\$262,556
Household Operations			
Child Care	47	\$194.35	\$2,489,263
Lawn and Garden ¹⁴	67	\$282.44	\$3,617,539
Moving/Storage/Freight Express	53	\$27.58	\$353,241
Housekeeping Supplies ¹⁵	65	\$495.96	\$6,352,298
Insurance			
Owners and Renters Insurance	70	\$344.73	\$4,415,302
Vehicle Insurance	63	\$884.55	\$11,329,351
Life/Other Insurance	68	\$390.64	\$5,003,257
Health Insurance	69	\$1,402.34	\$17,961,227
Personal Care Products ¹⁶	60	\$258.97	\$3,316,912
School Books and Supplies ¹⁷	52	\$61.32	\$785,398
Smoking Products	78	\$352.51	\$4,514,898
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	67	\$3,459.28	\$44,306,463
Gasoline and Motor Oil	71	\$1,803.08	\$23,093,874
Vehicle Maintenance and Repairs	61	\$608.06	\$7,788,051
Travel			
Airline Fares	43	\$181.28	\$2,321,879
Lodging on Trips	54	\$229.68	\$2,941,745
Auto/Truck/Van Rental on Trips	40	\$15.73	\$201,443
Food and Drink on Trips	55	\$255.89	\$3,277,408

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.